



City of Arts & Innovation

News Release

FOR IMMEDIATE RELEASE:

June 27, 2013

Contact:

Phil Pitchford

(951) 826-5975

riversideca.gov

Riverside Residents Give City High Marks for Livability and Educational Opportunity in New Community Quality of Life Study

Survey conducted as part of the ongoing “Seizing Our Destiny” effort notes immense pride that residents have in their city, suggests areas for improvement

RIVERSIDE, Calif. (June 27, 2013) – Riverside residents overwhelmingly feel that Riverside is a good place to live and raise a family, and they strongly believe in the city’s schools, colleges and universities, according to the new Riverside Community Quality of Life Study released today as part of the ongoing “Seizing Our Destiny” initiative.

Riverside residents also have tremendous pride in their community and enjoy a sense of belonging to it, according to the survey. They see the city as a good place to be active and healthy, and they view Riverside as offering strong access to arts and cultural events.

“These results confirm what a lot of Riversiders know in their hearts – they love their city and they feel good about living here,” Mayor Rusty Bailey said. “The survey also provides valuable insight into where we can do better in changing conditions, perceptions or both. There’s always room for improvement.”

Among the survey’s findings:

- 90.2 percent of Riverside residents who replied to a phone survey agreed or strongly agreed that they are proud to live in Riverside.
- 84.9 percent felt a sense of belonging in their community.
- 88.6 percent agreed or strongly agreed that Riverside is a good place to raise children.

- 83.8 percent agreed or strongly agreed that “there are good schools in my neighborhood.”
- 98.7 percent agreed or strongly agreed that it is important for young people to go to college or trade school, indicating a strong college completion culture in the city.
- 90.4 percent agreed or strongly agreed that the city is a good place to be active and healthy.
- 84.1 percent agreed or strongly agreed that Riverside is a good place to enjoy arts and culture.

The survey also indicated areas in which Riverside can improve or, in some cases, improve perceptions.

For example, 75.9 percent of people who responded to the phone survey felt that Riverside is a good place to own or operate a business or non-profit organization, but the percentage was lower in a linked online and paper survey (61.2 percent for residents and 70.4 percent for non-residents). That indicates that more can be done to make people aware of the business retention and enhancement efforts underway by local, state, federal and private entities.

In regard to safety, 82.1 percent of respondents to the phone survey said they felt safe to walk in their neighborhood, but perceptions vary across different areas of the city. For example, 92.9 percent of respondents felt safe to walk in the 92506 zip code, compared to 70.6 percent in the 92507 zip code.

Only about half the residents (50.4 percent in the phone survey) felt satisfied with progress being made in addressing homelessness. About the same amount (51.7 percent) agreed or strongly agreed that Riverside is a good place to find a job.

The survey was conducted with the Institute of Applied Research and Policy Analysis at California State University, San Bernardino. The survey polled 518 residents by phone in March regarding their views on a variety of aspects of life in Riverside. The results of the phone survey provide a statistically valid random sample of Riverside residents that matches the 2010 Census demographic profile. The margin of error was 4.3 percent.

A separate survey effort conducted online and with paper surveys recorded the opinions of people who both live and work in Riverside. The “online” survey was not random and therefore is not as reliable as the phone survey, but it did provide an opportunity for community engagement and wider participation in the survey process. The paper survey of 304 people was conducted at various events and public venues; the online survey garnered 3,192 responses.

The survey results provide a baseline for long-term measurement of progress toward reaching the goals of the “Seizing our Destiny” community engagement effort. The “Seizing Our Destiny” vision includes four pillars – Intelligent Growth, Catalyst for Innovation, Location of Choice and Unified City.

Survey results can be found at www.RiversideSurvey.com

More information about the Seizing our Destiny effort can be found at <http://SeizingOurDestiny.com>